

Happy New Year and welcome to our first Newsletter of 2019! This month, we're looking at business and how to grow it organically and through sales. January is the perfect time to look forward... to contemplate what the year will bring. To do this, it's vital to always consider your goals and plan out your strategy to attain these goals over one year, five year and longer term. Enjoy the articles and use them to continue to grow your business effectively.

START WITH A BANG AND POSITION YOUR NEW PRODUCTS/SERVICES SUCCESSFULLY



New businesses and ideas in a thriving market are able to take a chunk of the pie or even at times, all of the pie because of there being a gap. A gap which ends up forcing customers to look for other options that their current service provider may not be able to fill up. Start out with a bang, position your MSP correctly and you will be able to do the same!

Being in the MSP business, you have to stay one step ahead of the crowd. That is the only significant way of getting noticed for your uniqueness. Tech is at the core of MSPs and how you maintain that advantage is up to

you. But maintaining a balance is equally as important. MSPs which end up investing all of their attention on upgrading their own services and products offered, may end up losing clientele if customer service is lacking. It is a delicate situation, but a strategic approach can ensure winning with clients and within the industry for the long run.

Now to start off with a bang, an MSP needs to have a thorough plan of launching products and services to the targeted audience. The way to do this is establish processes of communications and the channels which



will be used to have the most outreach. It is common to not have a large team on board for doing this and at times, it is only a couple of people doing the entire promoting. If your budget allows you to do so, an external firm could also be brought on board to utilize their specialist services for a larger impact.

This does not mean that current clients and even your employees should be left in the dark. In fact, they should be the first ones to know. Develop email campaigns, physical mail and even freebies to give out to people promoting new products or services. This is the easiest marketing you will ever do by having those already familiar with your business be the ones to spread it even more with the most effective method, word of mouth.

Don't forget to use and harness the power of social media. You would be surprised to know that just even a small to medium sized budget can go a long way on platforms such as Facebook, Twitter and LinkedIn. Reach thousands of potential clients with a good social media campaign and intensify it with a good PPC campaign on Google and your new product launch should be solid.

Finally, to make a new product or service actually successful, there needs to be an easy and quick method of getting back to your customer service or sales team. This is of absolute necessity, otherwise what would be the point of running promotions

without getting clients on board? Keep the lines open and emails answered right away to ensure that no potential customer is lost in the noise. When things are going crazy on the marketing and sales end, it can be easy to lose several leads due to human error. Minimize that to get the most ROI on the launch.

Pioneering Newsbytes

New Firefox 64 brings better browser tab management and smart recommendations

Get better tab management and smarter recommendations with the new version 64 of the ever popular Firefox browser on desktop and Android. This feature does not work while using private browsing mode, along with certain extensions which may hamper the performance of these new additions.



The better tab management will mean that grouping of tabs and the ability to organize them in an efficient way is possible. Smarter recommendations will be based on browsing, viewing and usage habits. Bug fixes, faster performance and improved scrolling are just some of the additional benefits of the latest upgrade which will certainly have Firefox fans raving.

EXPANDING INTERNATIONALLY – DO YOU WANT GLOBAL GROWTH?



Being based in the United States allows businesses to benefit from one of the largest business economies in the world. It is the ideal location to be a business and allows companies to really target customers with a high potential for spending. Because of their being so many businesses, companies like MSPs benefit from the B2B trade like no other place. But that does not mean there's no potential anywhere else.

Taking your business across borders is the real way to become an international leader in the industry. With Canada to the North and Mexico to the South, there is limitless potential is just going to our closest neighbors. How about the European, African or even Asian market? Imagine how many businesses are available and waiting to be reached out to. The possibility is now easier than ever because everything happens online and can be done in a matter of minutes.

When it comes to talking about real opportunities for expansion, Asia is a hub of business and is looking towards becoming the biggest in the world. With a collective population of over 2 billion people and growing rapidly, businesses and the potential for corporations to land in those countries around the continent is higher than ever. With high densities of population, there are businesses that need IT services to be working round the clock without having to maintain anything in-house. This is where the MSP world comes in.

With communication and setting up shop being

so seamless, you don't even have to start new in a country you may not be completely familiar with. Many businesses test the waters of a new market by partnering up with companies which are already present there. This can be done by offering services which those local MSPs may not have or even providing consultation services by being a service from the United States. Being from this part of the world certainly has value to it and it is only creativity which can help you in landing a new revenue stream for your business.

Global expansion may only seem like a feat for those businesses which have already dominated the American market but you may be surprised to know that there is no such requirement. No matter how big you are or how small your MSP operation is, the limitation to expand across national borders is only set by you. But there are actual factors of expansion that you need to have in mind when going into a new economic zone.

Make sure to check the laws, rules and regulations of the MSP industry where ever it is that you choose to go. Political factors and the overall social climate also have a strong effect on how business is done in a certain region. If this move internationally will be your first, it is always better to avoid an area without a stable climate for businesses to thrive in. This makes doing research and getting in touch with connections who may have been in the region that much more important for a successful move.

GROW YOUR BUSINESS AND MANAGE MULTIPLE TEAMS



There is a reason why people management is a completely different subject taught in some of the top business schools around the world. It is not easy and requires a specific skillset and a mind to accept that human emotions will continuously and constantly change. Being a good manager does not certainly mean that a person is a good people manager. If you are going to be growing your business, managing multiple teams is a necessary part of the challenge.

Good team work is not a given. It takes team consolidation, a mix and match of talents and the ability to know how to delegate tasks to the right person for the job. Done the right way, team management could become easier than thought and also have a massively positive effect on business expansion. When MSPs do not take the team on board and leave everyone out of the loop, maintaining basic business functions can become a nightmare.

In order to grow your business and also successfully manage multiple teams which may also be spread out over several time zones, here are some of our top tips.

Keep Communication Open and Transparent

Getting in touch with a manager or team lead shouldn't be a hassle or take days at a time. It should be clear cut and a process to communicate with management needs to be straightforward. This also means it should trickle down from the top to the bottom. Keep everyone in the loop and people will be less suspicious and superstitious at the same time.

With communication at a low and people unable to talk to each other openly, rumors will spread rapidly throughout the organization. This will give a sharp rise

in uncertainty and can even lead towards top talent in the team to begin considering external opportunities where employment may seem more stable.

Invest in Trusting Your Team

Managers who have a bad habit of micromanaging and snooping on their team members can end up losing their trust instantly. It shows that a manager may not yet be ready to be a manager. The word about incompetency and potentially there being an intrusion of privacy quickly gets out. This is the fastest way to ruin the reputation of your MSP, which you may have spent years building up.

If tasks are delegated, allow your team ample time to get back to you with the results. If they are not the desired ones the first time around, work to educate your team at what they did wrong and how it could have been done better. If this becomes a consistent habit of certain team members, then there needs to be specific action taken to ensure better performance. There should be trust, but only till a certain level.

Reward and Recognize Good Work

Where there needs to be action taken against underperformers, there is the need to reward and recognize top performers at the same time. Give hard working employees the boost they need to continue performing at their best level. This also shows those lacking behind a reason to boost their work.

It can be in the form of monetary rewards, days off or even just a company wide email depending on the level of achievement.

DON'T BE A GOOD MSP, BE A GREAT ONE!



Ask yourself, what level do you want your MSP to be at? Forget wanting, reach deep into your thoughts and what do you absolutely desire? Do you desire to be the greatest MSP out there or just a mediocre one? Forget about size about your business or the number of clients you have, if you are an MSP giving your best and the greatest customer experience out there, you very well could be the greatest one.

How is any business considered to be the best at what it does? Is it industry surveys or how customers rate the business performance? It could be a never ending list of clients, but if those clients think about leaving for another MSP every day, than what is the point?

What it all comes down to is the ability to satisfy customers and keep them happy for the long run. The more satisfied customers are with your business' overall performance, the better it is for revenue generation and business sustainability. Here are some of the top factors which are generally accepted in

order to rank how an MSP is performing.

Leading the Industry

What level of industry inclusion is your MSP at? Is it just an MSP which looks towards others and seeks answers in industry leaders? How about becoming one yourself? Get out there and be active in conferences, conventions and show thought leadership wherever possible.

This does not only open up more channels for lead generation, it also increases industry awareness of your MSP being one which has the answers to the questions of today and what will be happening tomorrow. Sharing goes a long way for MSPs and being a leader in coming up with new innovations for your business and others is forward thinking.

Treat Customers Like No Other MSP

Be more than just a vendor. Be a friend to businesses and see how clients keep coming back for more. The more a business is involved with an MSP, the higher the chances it will spread a good word about it to other companies in its network. It may seem like a tedious task, but the rewards of good customer services are far reaching and never ending.

When automation is the concept of today rather than tomorrow, businesses are too focused on integrating technology into everything. That human touch just isn't there anymore and people are more interested now than ever to be communicating with an actual person over the phone instead of an IVR. Be the company which is easily accessible and always on top of issues instead of hiding behind them.

Now the bar to be a good MSP as you can see, is not too high. But good is not great and it will never be the same. This is why it is integral to ensure that greatness is the only goal for your MSP and nothing below that is acceptable.

Luckily, it isn't rocket science and only requires a slight bit of extra effort. MSPs can balance out the act if they find that middle path instead of being too focused on one side of business.

Pioneering Newsbytes

RCS: What it is and why you might want it



Replacing SMS with a newer and better way to text one another is long overdue. This is exactly why SMS has gone out of style and apps like WhatsApp, Telegram and several others have taken over. Despite this, we still continue to use the same old caveman era WhatsApp. But that may soon be changing with the introduction of RCS (Rich Communication Services).

Hopefully sooner than later, you won't need to use just apps to communicate and figure out if your friends are on there or not. With RCA, you will be able to share all those funny memes, gifs and basically everything else you can already do. Pretty confusing if you use ask.



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